

## **IDAHO MILLENNIUM FUND GRANT APPLICATION**

**Submitted By: Idaho Meth Project**

### **I. EXECUTIVE SUMMARY:**

**Date:** October 1, 2008

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<b>Organization:</b> Idaho Meth Project, Inc.	
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**Purpose of Request:** To secure funding that will match private sector funding to sustain the ongoing prevention and public awareness messaging of the Idaho Meth Project. Funds will be used to support the purchase of statewide television and radio advertising for the Idaho Meth Project, a large-scale prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The Idaho Meth Project has been launched throughout the state of Idaho and is based upon the model developed by the successful Montana Meth Project.

#### **Number of Individuals Served:**

- Primary Target: 12-17 year olds throughout the state of Idaho
- Secondary Target: 18-24 year olds throughout the state of Idaho
- Through the Idaho Meth Project public service messaging, this initiative will reach 70-90% of the target audience three to five times per week through television, radio, billboard and print advertisements on an ongoing, sustained basis.

#### **Total Project Budget:**

- Fund Request to Cover – July 1, 2008 to June 30, 2009
- Total Annual Project Budget for the Idaho Meth Project – \$2,450,000
- Amount of Request to the Idaho Millennium Fund – \$1,000,000

## **II. PROPOSAL**

### **A. ORGANIZATIONAL BACKGROUND:**

#### **1. History, Mission and Goals:**

Methamphetamine trafficking and abuse in Idaho has been on the rise over the past few years and, as a result, Meth is having a devastating impact in many communities throughout our great state. Meth is the number one illegal drug of choice in Idaho and the state's leading drug problem. High purity, low cost Meth is readily available and abused throughout the state. The financial and social consequences of Meth abuse in Idaho are devastating. It is a contributing cause for much of the crime in Idaho, costs millions of dollars in productivity, contributes to the ever increasing jail and prison populations and adversely impacts families and children.

- 80% of the child placements by the Idaho Department of Health and Welfare are directly related to drug abuse with Methamphetamine being the most prevalent;
- 63% of Idaho felony drug court participants indicate that Meth is their drug of choice;
- 52% of Idaho inmates directly attribute Meth use to their incarceration;
- 1 in 34 Idaho men are in prison or on probation or parole – 75% of offenders with a drug problem say that Meth is their drug of choice;
- \$66 million is the amount the state of Idaho spends annually to house male inmates who admit to having a Meth problem.

Recognizing the tremendous impact of Meth on the state of Idaho, Governor C.L. "Butch" and First Lady Lori Otter launched the Idaho Meth Project in January 2008. Based on the successful Meth Project model developed in Montana, the goal and purpose of the Idaho Meth Project is to significantly reduce the prevalence of first time methamphetamine use in Idaho. A secondary objective of the Idaho Meth Project is to raise awareness of the scale, depth and critical nature of the Meth problem in the state. The Meth Project first launched in Montana in September 2005. At the time, the state was overwhelmed by Methamphetamine abuse:

- Montana ranked #5 in the nation for Meth abuse
- 50% of inmates were incarcerated for Meth
- 50% of foster-care admissions were Meth-related

From 2005 to 2007, the rate of teen Meth abuse across the United States remained unchanged according to the annual National Survey on Drug Use and Health released by the U.S. Department of Health and Human Services in September 2007. Recently, the Montana Meth Project announced with the CDC and the Montana Office of Public Instruction that teen Meth use in Montana has declined 50% in the past two years. As of April 2008:

- Montana now ranks #39 in the nation for Meth abuse (down from #5 three years earlier) based upon Quest Diagnostics Workplace Drug Testing Report;
- Adult Meth use has declined as much as 70% based upon Quest Diagnostics Workplace Drug Testing Report;
- Teen Meth use declined by over 45% according to the *2007 Montana Youth Risk Behavior Survey*.
- Meth-related crime in Montana decreased by 62% between 2005 and 2007.
- Children placed into foster care due to Meth-related neglect or abuse is down 11%

#### **2. Current Programs, Activities and Accomplishments:**

Using the proven Meth prevention program developed by the Montana Meth Project, a large scale Meth prevention effort was launched in the state of Idaho in January 2008. Through leveraging the advertising content, intellectual property, survey methodology and public outreach programs that have been tried and tested in Montana and applying them in the state of Idaho, the Idaho Meth Project has been able to make significant progress in raising the level of awareness about the dangers of Meth.

##### ***Market Research***

At the core of the Idaho Meth Project's efforts is a research-validated, high-impact advertising campaign that graphically communicates the risks of meth use. To track and refine the program's effectiveness, the Idaho Meth Project has implemented a comprehensive research program, including both quantitative and qualitative studies, to measure young people's attitudes and behaviors related to methamphetamine use. Understanding the risks and consequences of Meth use provides a view of the consumer mindset on methamphetamine, offering insight into effective anti-Meth messages. An initial benchmarking survey – the *Idaho Baseline Meth Use and Attitudes Survey*

– was conducted in the fall of 2007. Through this survey, over 3,000 teens, 400 parents, and 300 young adults were surveyed in order to gain a better understanding of their attitudes toward and use of Meth.

The results of the *Idaho Baseline Meth Use & Attitudes Survey* conducted in the fall of 2007 confirm the need for this campaign:

- 45% of young adults and 30% of teens report it would be “very” or “somewhat easy” for them to acquire Meth;
- 30% of young adults and 14% of teens say that someone has offered, or tried to get them to try, Meth;
- 20% of teens sees little to no risk in trying Meth once or twice;
- As many as 38% of young adults and 25% of teens believe they will benefit from Meth use;
- Three in ten young adults (30%) and 14% of teens say someone has offered them Meth or tried to get them to try it;
- Of those that have used Meth, 19% report their first use occurred when they were 12 or under and 10% report being under 10 years old.

This comprehensive baseline will be used to measure the impact and effectiveness of the Idaho Meth Project initiative over time. The Idaho Meth Project is currently in the process of administering the *Year 1 Idaho Meth Use & Attitudes Survey*, which will give us a much better understanding of the impact of the campaign since its launch in January 2008. This data will be made available to the public in January 2009.

#### ***Public Service Messaging***

The Idaho Meth Project has placed high-impact public service messaging with the goal of preventing teens and young adults from trying methamphetamine. This graphic, saturation level media campaign reaches our target population through TV, radio, billboards, print, and the internet. Since January 7, 2008, the Idaho Meth Project has reached youth throughout the state as follows:

- 14,347 Total TV Ads
- 14,729 Total Radio Ads
- 1,473,647 Total Print Impressions
- 44 Total Billboards
- 75,168,385 Total Impressions across all media

#### ***Media Strategy and Placement***

The target audience for the Idaho Meth Project advertising campaign is 12-17 year old Idaho residents, with 18-24 year olds as a secondary target. Our media plan enables us to reach 70-90% of our target audience in the state three to five times per week. Using consumer marketing strategies as the basis for its outreach, the Meth Project aims to inform potential Meth consumers about the product attributes associated with methamphetamine, and to substantially reduce Meth use. The campaign’s core message “Not Even Once,” speaks directly to the highly addictive nature of Meth. Idaho media outlets throughout the state of Idaho have supported the Idaho Meth Project in a significant way. Most media outlets are matching the Idaho Meth Project’s advertising on a 2:1 level, allowing us to effectively triple the frequency and reach of this initiative.

#### ***Community Outreach***

While the graphic media campaign initially captures the attention of teens and young adults, the Idaho Meth Project looks for opportunities to further their knowledge and understanding about the dangers of Meth. Since the Idaho Meth Project’s launch, nearly 600 volunteers have been recruited across the state to support the project’s grass roots community outreach campaign. In 2008, the Idaho Meth Project staff and community volunteers have participated in over 290 presentations, school assemblies, and community events in over 73 communities throughout Idaho to spread the “Not Even Once” message. A highlight of these community events include: school assemblies; Free Family Forums for Parents, ‘Tweens, and Teens; Flight Against Meth Airshow; Givin’ Meth the Boot event; Hispanic outreach event; Race to Rise Above; and Meth Project March.

#### ***Accomplishments/Timeline***

- **January 2007:** Idaho Meth Project announced
- **May 2007:** Executive Director hired
- **July 2007:** Signed formal agreement with the Meth Project Foundation to utilize prevention and public awareness model and methodology developed in Montana

- **September 2007:** Idaho Meth Use & Attitudes Survey begins
- **September 2007:** Filed Idaho Articles of Incorporation/Adopted Bylaws/Elected Non-Profit Corporation officers
- **November 2007:** Advisory Council formed
- **January 2008:** Idaho Meth Project launch
- **January 2008:** Release of Idaho Meth Use & Attitudes Survey
- **March 2008:** Launch of grass roots Community Outreach program/Free Family Forum program
- **April 2008:** Finalization of Meth Inside Out: Brain and Behavior DVD in coordination with UCLA
- **June 2008:** Thunder Over Nampa Airshow supporting the Idaho Meth Project
- **June 2008:** Kickoff of summer outreach events
- **August 2008:** Statewide tour to record Idaho specific radio ads
- **September 2008:** Launch of Year 1 Meth Use & Attitudes Survey
- **October 2008:** Givin' Meth the Boot event

### **3. List of Board and Staff Members and Description of Responsibilities:**

#### **Board Members**

- Debbie Field – Director of the Office of Drug Policy and Idaho Meth Project Board President
- Lori J. Otter – First Lady of Idaho
- Tom Siebel – Founder of the Meth Project

#### *Duties and Responsibilities of Board Members:*

The members of the Board of Directors oversee the overall strategy and operations of the Idaho Meth Project, including hiring of staff, financial and programmatic oversight, and approval and monitoring of the program's vendor relationships. The Board of Directors also provides input into the Project's public awareness and community action programs. The President of the Board is required to co-sign all checks or other deposit account withdrawals in excess of five thousand dollars (\$5,000.00) and, in general, performs all duties incident to the office of President and such other duties as may be prescribed by the Board of Directors.

#### **Staff**

- Megan Ronk – Executive Director (full-time)
- Christina Close – Project Manager (full-time)
- Mandy Macomb – Fund Development Manager (part-time)

#### *Duties and Responsibilities of Staff:*

The Idaho Meth Project's Executive Director provides the overall leadership, guidance, and management of the Idaho Meth Project to ensure fulfillment of the project's mission, and effective implementation of its community action programs working collaboratively with the Meth Project staff, the Idaho Meth Project board and Advisory Council, and community stakeholders. The Executive Director is responsible for administrative, financial, and programmatic management of the Idaho Meth Project. The Idaho Meth Project's Project Manager provides overall administrative management, supports day-to-day operations, manages projects, and assists in managing communications with other community and public organizations.

#### **Advisory Council**

The Idaho Meth Project has also formed an Advisory Council of influential domain experts from Idaho to assist and guide the organization:

- Lori J. Otter – First Lady of Idaho
- Lawrence Wasden – Attorney General
- Debbie Field – Director, Idaho Office of Drug Policy
- Senator Patti Anne Lodge – Chairman, Idaho Senate Health and Welfare Committee
- Chief Allan – Chairman, Coeur d'Alene Tribe
- Belinda Vandersloot – Business & Community Leader (Melaleuca)

- Steve Millard – CEO, Idaho Hospital Association
- Jean Fisher – Ada County Deputy Prosecuting Attorney
- Roger Curtiss – CEO, The Walker Center
- Sarah Woodley – President, Business Psychology Associates
- Gayle Hartnett – President, Idaho Association of REALTORS®
- Christine Donnell – Former Superintendent of the Meridian School District

#### 4. Current Budget:

##### *Idaho Meth Project Budget (January 1, 2009-December 31, 2009)*

Organizational Costs	\$30,000
Public Relations & Community Outreach	\$350,000
Market and Survey Research	\$400,000
Media Placement	\$1,000,000 (plus \$1,950,000 in donated media)
Advertising Development	\$100,000
Licensing Fees	\$100,000
Collateral Materials & Website	\$200,000
Staffing Expenses	\$220,000
Legal/Accounting Services	\$10,000
<u>Travel Expenses</u>	<u>\$40,000</u>
<b>Total Expenditures:</b>	<b>\$2,450,000</b>
	<b>(\$4,400,000 when factoring in donated media)</b>

As of October 2008, nearly \$2.9 million in funding has been pledged to the Idaho Meth Project (this does not include a possible \$1,000,000 earmark from the federal government that is currently being considered by Congress). Current sources of funding are as follows:

Millennium Fund	\$1,000,000 (FY09 award)
Corporations:	\$780,000
Foundations:	\$345,000
Individuals:	\$179,000
Other Non-Profit Organizations:	\$8,500
Local Governments	\$57,000
<u>Tribal Governments:</u>	<u>\$500,000</u> (total commitment of \$100,000 per year for five years)
<b>TOTAL</b>	<b>\$2,869,500</b>

#### B. PURPOSE OF REQUEST – GOALS AND OUTCOMES:

##### 1. Brief Description of Issues:

The goal of the Idaho Meth Project is to significantly reduce the prevalence of first-time Methamphetamine use in the state of Idaho. The Idaho Meth Project will employ three strategies to achieve this goal:

- Broad scale advertising and Internet marketing targeted at Idaho's most Meth vulnerable group – youth ages 12-17.
- Ongoing communication campaigns to raise the levels of community awareness of the critical nature of the Meth problem in Idaho.
- Mobilize community groups across the state in Meth education and prevention efforts.

##### 2. Overall Purpose:

Methamphetamine is a highly addictive synthetic stimulant that affects the pleasure centers of the brain. It is by far the most addictive substance known to man. Nearly 95% of people who use Meth just one time will use again. One dose will change a person's life forever – both physically and mentally. But the destructive impacts of this drug reach well beyond the profound physical and mental damage it has on individual users. The greater destruction permeates communities, as the effects of Meth use strain the resources of law enforcement, employers, foster care, public health and the criminal justice system. Within five years, 90% of Meth addicts are either brain-damaged, dead, or in prison. Methamphetamine is destroying families, polluting the environment, and corrupting our neighborhoods. It is destroying our workforce, flooding our prisons and mental hospitals. It is infiltrating our schools, and killing our children. Even more disturbing than the above facts are the findings from the 2007 *Idaho*

*Meth Use & Attitude Survey.* This survey revealed that teens in Idaho are unaware of the dangers of methamphetamine use, see potential benefits in taking Meth, find the drug readily available, and rarely have discussions about Meth with their peers or parents. The following are some of the highlights of this survey's principal conclusions in three key areas.

#### **Availability**

- About four in ten 12-to-24 year-olds (38%) report that Meth would be at least “somewhat easy” for them to acquire (30% of teens and 45% of young adults).
- Most parents (69%) believe it would be at least somewhat easy for their child to acquire the drug.
- Three in ten young adults (30%) and 14% of teens say someone has offered them Meth or tried to get them to try it.

#### **Perceived Benefits and Risks of Meth Use**

- Many Idaho teens and young adults believe there are benefits to taking Meth, including weight loss (25% of teens and 38% of young adults), feeling euphoric or very happy (22% and 23% respectively), increased energy (17% and 30%) dealing with boredom (16% and 21%) and escaping problems (9% and 8%).
- 20% of teens see little or no risk in trying Meth once or twice and 9% see little or no risk in regular use.
- One in twenty-five Idaho teens (4%) admit to having tried Meth. By the time they reach young adulthood, about one in seven (14%) will report usage.
- About one in ten Idaho teens says he or she has close friends who use Meth (11%) and/or have friends who have been in treatment for meth use (8%). These numbers nearly double as teens grow into young adults—at least one in five have close friends who use Meth (20%) and/or have been treated for Meth use (26%).

#### **Social Approval and Parental Discussions**

- One quarter of teens (25%) say their friends would not give them “a hard time” for using Meth.
- Moreover, many teens and young adults report they have not tried to dissuade their friends from taking the drug (40% and 41%, respectively).
- And about one in three teens (36%) and half of young adults (50%) say they have never discussed the subject of Meth with their parents.
- Idaho teens who have talked with their parents about Meth are consequently more likely to go to their parents to find more information about the drug (70% vs. 47% of those who have never talked with their parents about Meth).
- These teens are also more likely than teens who have not talked with their parents about Meth to tell their friends not to use meth (66% and 48%, respectively).

Idaho is at the forefront of this epidemic. In fact, Idaho is ranked #7 in the nation for Meth abuse. Under the leadership of our Governor and First Lady Otter, the Idaho Meth Project was launched in January 2008 to address Idaho's Meth problem.

#### **a. Short-Term Objectives of the Idaho Meth Project**

- Financially sustain the Idaho Meth Project's saturation media campaign, which includes television, radio, billboard and print advertisements throughout the state of Idaho.
- Continue to expand our volunteer base to enable us to have a larger presence in rural communities through our grass-roots community awareness initiative.
- Complete and release data from the *Year 1 Meth Use & Attitudes Survey*. Continue to analyze other data sources available regarding Meth use trends.
- Complete and release the “Cost of Meth” study in partnership with Boise State University.
- Launch “Paint the State” in the summer of 2009. This is a statewide public art contest aimed at encouraging teens to spread the Not Even Once messaging within their communities.

#### **b. Long-Term Objectives of the Idaho Meth Project**

- To dramatically reduce the prevalence of first-time methamphetamine use in Idaho, with a focus on the target populations – youth ages 12-17 and young adults age 18-24. The goal is to reduce teen Meth use by half – and then in half again.

- To educate the next generation of Idahoans to remain “Meth-free” with the goal of slowing the growth of Meth-related cases that are impacting law enforcement, jails and prisons, probation and parole, the court system, foster care, and substance abuse treatment/recovery support.
- Ultimately, the goal is to reduce the demand for Meth in Idaho – thus encouraging the supply to diminish which will create significant costs savings for the state of Idaho and local government.

## **C. ORGANIZATIONAL CAPACITY**

### **1. How this grant relates to the Idaho Meth Project’s strategic plan and goals:**

The Idaho Meth Project’s request for \$1 million from the Millennium Fund is critical to developing a sustainable future that will enable the program to continue an ongoing Meth prevention and public awareness campaign throughout the state of Idaho. All funds awarded from the Millennium Fund will be applied directly toward the Idaho Meth Project’s media placement project, which includes television, radio, billboard, and print advertisements that graphically communicate the risks of methamphetamine to Idaho youth. Every dollar raised for our media placement project will be leveraged in the following ways:

- Matched at a 2:1 level from media outlets across the state (television and radio stations, billboard companies, newspapers, etc), resulting in a total leveraged media buy of over \$2.95 million annually.
- Matched at a minimum of 1:1 from private funding sources, including corporations, foundations, individuals and corporations.

### **2. Related program or organizational accomplishments:**

The Meth Project, which originated in Montana, has developed an integrated program that can be quickly adopted in states such as Idaho that have critical Meth problems. As part of our Affiliation Agreement with the Meth Project, we have the following program components in place:

- An organization and governance model that includes collaboration and coordination with existing state and local prevention resources;
- A research-based public service messaging campaign focused on changing attitudes and perceptions toward Meth;
- A media planning model, utilizing the ideal platforms for message distribution;
- Measurement methodology, including surveys and focus groups, to determine the program’s effectiveness;
- A public policy initiative, including collaboration with key federal, state, and local organizations;
- A community action plan and public outreach initiatives, to provide on-the-ground support for the public; education campaign and expand the reach of the program’s prevention messages.

The national Meth Project has invested over \$20 million dollars in developing a creative product – including television, radio, billboard and print advertisements – that have won countless national awards for advertising effectiveness.

### **3. Links with other organizations doing similar related work in our geographic area or on the issue:**

As part of the Idaho Meth Project’s grass-roots community outreach activities, we closely collaborate with existing organizations that are involved in substance abuse prevention and methamphetamine awareness. The Idaho Meth Project has formed relationships and will continue to coordinate with local anti-drug coalitions, the Office of the Governor, the Idaho Office of Drug Policy, the Idaho State Department of Education Safe and Drug Free Schools program, Idaho Association of Counties, Association of Idaho Cities, Idaho Sheriffs Association, Idaho Chiefs of Police Association, faith-based organizations, the Idaho Family Medical Residency Program, Drug Free Idaho, and other related organizations to ensure that we are working together in a collaborative fashion. In addition, the Meth Project coordinates closely with federal agencies, including the White House Office of Drug Policy, U.S. Congress, the Attorney General, law enforcement, the Federal Drug Enforcement Agency, and the Department of Health and Human Services. A broad range of outreach programs organized by the Meth Project will mobilize communities to assist in Meth awareness and Meth prevention.

### **4. Qualifications and responsibilities of the staff and volunteers who will be working with the target population:**

Megan Ronk, the Executive Director of the Idaho Meth Project, spent five years working as a Policy Advisor to former Idaho Governor Dirk Kempthorne. In this capacity, Ronk worked on a variety of policy issues surrounding international trade, commerce, labor, criminal justice and substance abuse issues. She was involved in legislation to regulate the availability of pseudoephedrine and in legislation that established statewide clandestine laboratory cleanup standards. Ronk holds an MBA from Thunderbird, the Garvin School of International Management and a B.A. in Business Administration from the College of Idaho. Staff at the Idaho Meth Project manage nearly 500 volunteers across the state of Idaho that support us in our efforts to spread the “Not Even Once” messaging within their local communities. Most of these volunteers have had a personal experience with Meth (either themselves or a family member), or have some substance abuse treatment or law enforcement background that has caused them to understand the urgency of the Meth problem in Idaho.

#### **5. The target population’s involvement in the Idaho Meth Project:**

The target population for the Idaho Meth Project, youth ages 12-17 and 18-24, will be involved in the Project in several capacities:

- The target population (over 3,300 youth and young adults) was included in the– they will be included in subsequent surveys to measure the impact of the Idaho Meth Project messaging *Baseline Meth Use & Attitudes Survey*;
- The target population has been involved in focus group testing to develop the advertising creative product;
- The target population has been the recipient of the prevention and public awareness messaging of the program. To date, over 280 community presentations and events have been organized through the Idaho Meth Project – these events are aimed at the target population;
- The Idaho Meth Project has connected with youth focused coalitions across the state (Mayor’s Youth Advisory Councils, Idaho Drug Free Youth, etc.) to support in our fundraising and outreach activities;
- A program called Paint the State will be launched in the summer of 2009. Through this program, the target population will engage in a monumental-scale art display and will create graphic images about the dangers of Meth in their local communities;
- The Idaho Meth Project, through our partnership with the State Department of Education’s Safe and Drug Free School program, will continue to work within middle and high schools throughout Idaho to communicate the Idaho Meth Project messaging.

### **D. PROCESS**

#### **1. Tasks and timetable for key staff executing this effort:**

- December 2008: Finalize production of Idaho specific radio ads for Wave II creative
- January 2009: Launch Wave II advertising of the Idaho Meth Project media campaign
- January 2009: Release *Year 1 Meth Use & Attitudes Survey*
- January 2009: Release results from “Cost of Meth” study in partnership with Boise State University
- February-May 2009: School “Road Show” – school assemblies and class presentations
- April 2009: Release Meth in Idaho report in partnership with the Office of Drug Policy
- April-August 2009: Launch Paint the State (a statewide public art contest)
- September 2009: Launch Year 2 Meth Use & Attitudes Survey
- January 2010: Release Year 2 Meth Use & Attitudes Survey
- January 2010: Release Wave III advertising of the Idaho Meth Project media campaign
- March 2010: Launch Meth Project March event

#### **2. Tasks and timetable for key organizations involved in this effort:**

- January 2009: Involve stakeholders (listed in D3) across the state in Idaho Meth Project Wave II launch activities
- February-May 2009: Work with middle and high schools across the state for School “Road Show”
- February 2009: Work with the Idaho Cable Telecommunications Association to launch HBO Documentary on the Meth Project across the state of Idaho to all cable customers



- April 2009: Work with key organizations (listed in D3) in each county in Idaho to coordinate Paint the State activities in their respective counties
- Summer 2009: Engage volunteers and target audience throughout the state in Paint the State project

**3. Existing community resources to be used:**

Safe and Drug Free School coordinators; Local Anti-Drug coalitions; local law enforcement; Idaho Family Medical Residency program; Idaho Resource Advisory Committees (RACs); Idaho Division of Vocational Rehabilitation; Association of Idaho Cities – Mayor’s Youth Advisory Council; Idaho Association of Counties; Idaho Drug Free Youth; RADAR Network; Idaho Hospital Association; Idaho’s colleges and universities; Treatment providers; Idaho Broadcasters Association/Idaho Cable Telecommunications Association; Idaho Native American tribes

**4. Activities or tasks that will occur on a day-to-day basis:**

Engaged in local community presentations and outreach efforts – educate teens, young adults, parents; Fund development – private sector, grants, federal funding opportunities; Volunteer coordination – nearly 600 statewide; Program evaluation and research on data and trends related to Meth use in Idaho.

**5. The target population and how they will benefit:**

The target population has and will continue to be the beneficiary of a large-scale prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. Deterring first-time Meth use will keep the next generation from using this horrific drug, and thus hopefully prevent this generation from experiencing the very difficult path that comes with Meth addiction.

**6. The target population’s involvement in the project’s development and execution**

As referenced above, feedback from the target population on the Idaho Meth Project messaging will take place through focus groups and community outreach activities. Youth and young adults will continue to be involved in community presentations and future creative development, including Paint the State.

**E. EVALUATION PLAN**

**1. Two or three primary evaluation questions:**

- Has the Idaho Meth Project been successful in reducing the prevalence of first-time Methamphetamine use in Idaho?
- Has the Idaho Meth Project raised the level of community awareness of the critical nature of the Meth problem in Idaho?
- Has the Idaho Meth Project been successful in mobilizing community groups across the state in Meth education and prevention efforts?

**2. The assessment methods/strategies that will be used to answer evaluation questions:**

- Baseline Meth Use & Attitudes Survey compared to One-Year Meth Use & Attitudes Survey.
- Third party data – crime statistics, hospital admission data, workplace drug testing statistics, Idaho Youth Risk and Behavior Survey (State Dept. of Education), Centers for Disease Control and U.S. Department of Health and Human Services.
- Evaluation of local community coalitions and service in organizations’ involvement in Meth prevention and education efforts – will continue to collect data on community and volunteer efforts engaged in supporting the Idaho Meth Project prevention and public awareness messaging.

**3. How the Idaho Meth Project will involve stakeholders in the evaluation process:**

The Idaho Meth Project Board of Directors and Advisory Council, along with the team at the national Meth Project Foundation, are regularly involved in assessing the impact of the Idaho Meth Project’s prevention and public awareness campaign. Board and Advisory Council members regularly review attainment of staff objectives to ensure that we continue to spread the “Not Even Once” message throughout the state. The Board and Advisory Council continue to stress the need for staff to enhance outreach efforts to rural and Native American populations that are particularly hard hit by the scourge of Meth. Other community stakeholders and partners are also regularly asked to provide feedback on the impact that the program is having on a local level.

**4. How the Idaho Meth Project will use this information to improve future outcomes internally and externally:**

Information gathered during the evaluation process will be used to direct the future direction of the Idaho Meth Project's prevention and public awareness campaign. Depending upon the outcomes that are achieved, the Project will use that data and information to refine the messaging strategy toward the target audience, which could include the establishment of additional focus groups to gather input on the media campaign itself.

**F. SUSTAINABILITY**

**1. How will the Idaho Meth Project secure other resources necessary to complete the work involved in this grant request:**

The Idaho Meth Project is and will continue to be engaged in a comprehensive fund development effort to secure continued funding from the private sector. Specifically, the Idaho Meth Project will target corporations; foundations; and individuals. We will also continue to pursue a variety of state, local, and federal grants that are targeted toward substance abuse prevention, and we will also work with the White House Office of National Drug Control Policy, Department of Justice, and Idaho's Congressional Delegation to pursue federal funding resources, including the pursuit of an annual federal earmark to support the continued operations of the Idaho Meth Project.

**2. How will the Idaho Meth Project plan to support this project in the future:**

The Idaho Meth Project recently hired a part-time fund development employee to develop and implement our fund development plan on an ongoing basis. The Idaho Meth Project's Fund Development Manager, along with the Executive Director, is responsible for ongoing donor development, direct mail, fundraising events, and support with grant applications. To support this fundraising plan, we have also organized a statewide finance team that includes finance directors in each part of the state that are responsible for identifying local funding opportunities (corporate, individuals, grants).

**III. BUDGET**

**A. CURRENT REQUEST**

**1. Project Budget and Personnel Costs Detail Tables**

**Grant Applicant and Project Name: Idaho Meth Project Media Campaign**

<b>Project Budget</b>		<b>Other Funding Sources</b>			
		<b>Millennium Fund</b>	<b>Private Funds/Grants</b>	<b>Tribal Funds</b>	<b>Donated Media (PSAs)</b>
<b>Personnel Costs</b>					
Salaries			184,000		
Benefits			36,000		
<b>Total Personnel Costs</b>		<b>0</b>	<b>220,000</b>	<b>0</b>	<b>0</b>
<b>Operating Expenditures</b>					
1. Television Media Buy, Advertising Development, & Licensing Fees		407,000	49,000		804,000
2. Radio Media Buy, Advertising Development & Licensing Fees		291,000	66,000		582,000
3. Billboard Media Buy, Advertising Development & Licensing Fees		271,000	63,000		496,000
4. Major Daily Newspaper Media Buy, Advertising Development & Licensing Fees		31,000	12,000		68,000

5. High School Newspaper Advertising Development & Media Buy			10,000			10,000
7. Meth Use & Attitudes Survey			400,000			400,000
7. Community Outreach & Public Relations			275,000	75,000		350,000
9. Collateral Materials/Fundraising Materials/Website Development			125,000	75,000		200,000
10. Travel for staff and board members			40,000			40,000
11. Legal and accounting services			10,000			10,000
12. Organizational costs (insurance, rent, office supplies, printing)			30,000			30,000
<b>Total Operating Expenditures</b>	<b>1,000,000</b>	<b>1,080,000</b>	<b>150,000</b>	<b>1,950,000</b>	<b>4,180,000</b>	
<b>Capital Outlay</b>						
<b>Total Capital Outlay</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Trustee Benefit Payments</b>						
<b>Total T/B Payments</b>						<b>0</b>
<b>TOTAL BUDGET</b>	<b>1,000,000</b>	<b>1,300,000</b>	<b>150,000</b>	<b>1,950,000</b>	<b>4,400,000</b>	
<b>% TOTAL</b>	<b>22.7%</b>	<b>29.5%</b>	<b>3.4%</b>	<b>44.3%</b>	<b>100.0%</b>	

**Grant Applicant and Project Name:** Idaho Meth Project Media Campaign

#### **Personnel Costs Detail Budget**

Position Title	Staff Time	Millennium Fund	Private Funds	Other Funding Sources	
				Total	
1. Executive Director	1	0	93,000	93,000	
2. Program Manager	1	0	67,000	67,000	
3. Fund Development	0.5		60,000	60,000	
<b>TOTAL</b>	<b>2.50</b>	<b>0</b>	<b>220,000</b>	<b>220,000</b>	

#### **2. Project Budget and Personnel Cost Detail Tables2. Provide supporting narrative explaining how the budget supports the project proposal.**

As is clear from the budget outlined above, all Millennium Funds awarded to the Idaho Meth Project would be used to directly support the Idaho Meth Project's statewide television, radio, and billboard advertising campaign. This media outreach is core to the Idaho Meth Project's prevention and public awareness strategy. Through these dollars, the Idaho Meth Project's "Not Even Once" messaging will reach 70-90% of the target audience three to five times per week. Our intent is to utilize this request to the Millennium Fund to help us to continue to leverage contributions from the private sector to sustain the Idaho Meth Project on a long-term basis. To date, the Idaho Meth Project has received pledges for nearly \$1.9 million in funds from the private sector, local governments and tribal governments. In addition, over \$1.95 million in media match has been secured to complement the Idaho Meth Project's paid advertising. Between private sector funds and media match, a \$1 million award from the Millennium Fund will be used to leverage a total of \$4.4 million to support the project in 2009. It is important to note that all Millennium Funds will be allocated directly toward Meth prevention and public awareness activities. All administrative costs – including personnel costs – will be paid for through private funds. Thus, 100% of all Millennium Funds will be toward direct program delivery.

#### **B. PREVIOUSLY AWARDED GRANTS**

The Idaho Meth Project received a \$1,000,000 grant from the Millennium Fund in state fiscal year 2009 (July 1, 2008 – June 30, 2009). This grant was received on July 3, 2008 – to date, approximately \$415,891.80 of these dollars have been expended to support the Idaho Meth Project's statewide media campaign. A detailed expenditure report for the FY09 award is attached (invoices and any related paperwork is available upon request).

<b>Idaho Meth Project</b>			
<b>Millennium Fund Expenditure Report for FY 2009 Grant Award</b>			
<b>Expense Description</b>			<b>Total Amount</b>
Third Quarter Statewide Media Buy			
<i>Television Buy</i>		\$63,153.00	
<i>Radio Buy</i>		\$42,277.00	
<i>Billboard Buy</i>		\$49,119.00	
<i>Planning Fee</i>		\$11,250.00	
<i>Buying Commissions</i>		\$18,182.00	
<i>Licensing Fee</i>		\$15,454.90	
<b>TOTAL</b>			<b>\$199,435.90</b>
Third Quarter Additional Billboard Purchase			
<i>Add Addl Billboards in Idaho Falls, Athol &amp; Montpelier</i>		\$1,872.00	
<b>TOTAL</b>			<b>\$1,872.00</b>
Fourth Quarter Statewide Media Buy			
<i>Television Buy</i>		\$74,875.00	
<i>Radio Buy</i>		\$48,395.00	
<i>Billboard Buy</i>		\$43,719.00	
<i>Planning Fee</i>		\$11,250.00	
<i>Buying Commissions</i>		\$19,646.00	
<i>Licensing Fee</i>		\$16,698.90	
<b>TOTAL</b>			<b>\$214,583.90</b>
<b>TOTAL EXPENDITURES (As of 10/1/2008)</b>			<b>\$415,891.80</b>